

AN ANALYSIS OF THE ATTRIBUTES AFFECTING TOURISTS' SATISFACTION
TOWARDS INLE' DESTINATION IN SHAN STATE



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in Shan State

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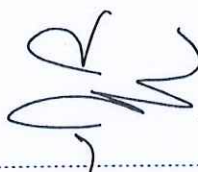
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ABSTRACT

Tourism is usually a tour for a limited length for leisure, pleasure, family and business purposes. Tourism can be domestic or international. Nowadays, tourism is one of many countries' main sources of income. A stronger competition between tourism destinations in the tourism industry increases the position of marketing activities which calculate the satisfaction of tourists of the destinations and that produce quality tourism services while at the same time ensuring that satisfied tourists return to their destination. Satisfied tourist is the best way for the positive word-of-mouth communication. The objectives of this study are to know the level of tourists' satisfaction towards Inle' destination in Shan State and to investigate the relationship between destination attributes of 5As (accessibility, amenity, attraction, activity and accommodation) and tourists' satisfaction. This study has used quantitative research approach as it wants to assess the satisfaction, emotional statements and opinions of all those tourists towards Inle's destination. the questionnaires will be distributed to "Yangon Connection Group" where there are many foreigners who are staying and visiting Myanmar. The sample size of this study was 400 tourists. According to the results, the majority of the respondents were

male and most of them are at the age of between 31 to 40. Most of the respondents' monthly income were between \$500 to \$1000 and most of them said by their last experience, they think the accessibility, amenity, attractions, activities and accommodation from Inle' Lake were perfect for them. Most of the respondents knew about Inle' lake from the travel agents and they responded that they would like to revisit Inle' Lake if there is any future occasion allowed. Moreover, the study has found out that destination attributes of 5As (accessibility, amenity, attraction, activity and accommodation) are positively and significantly affecting on tourists' satisfaction in Inle' Lake.

Keywords: Destination attributes, 5As (accessibility, amenity, attraction, activity and accommodation), Tourists' satisfaction, Inle' Lake

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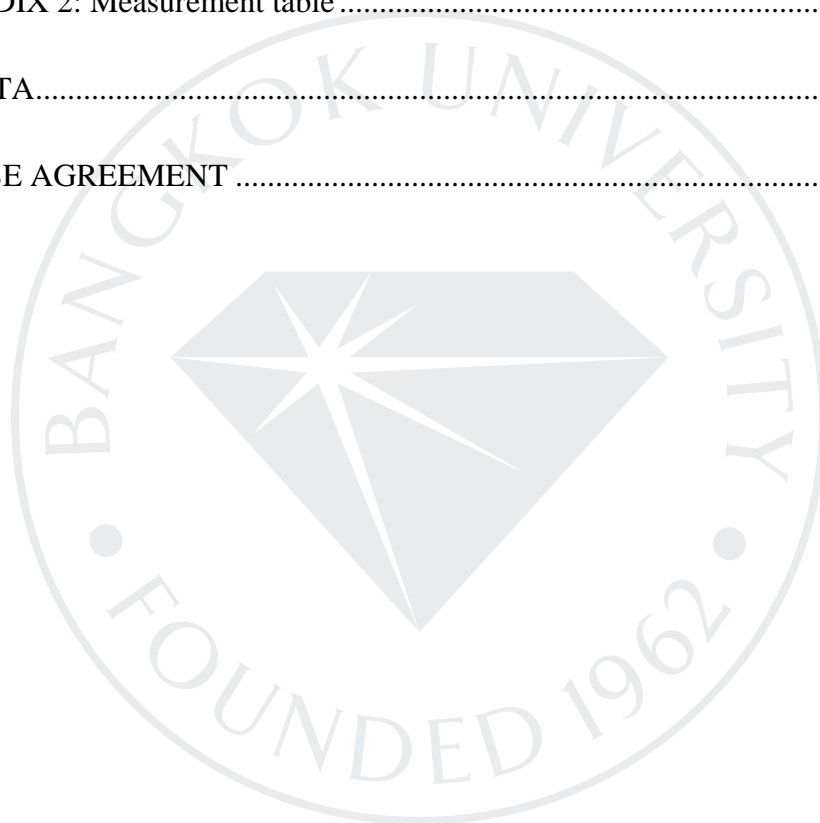
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CHAPTER 1

INTRODUCTION

1.1 Introduction

Tourism is usually a tour for a limited length for leisure, pleasure, family and business purposes. Tourism can be domestic or international. Nowadays, tourism is one of many countries' main sources of income. World Travel and Tourism Council (WTTC) states that tourism is one of the world's biggest economic sectors, creating jobs, driving, exporting and generating global prosperity (WTTC, 2017). The growth of the tourism sector can boost many of the relevant industries such as the hospitality sector, restaurants and agencies. Tourism is commonly thought to have a positive impact on other economic sectors. It is a key sector in Myanmar which offers huge possibilities for greater business opportunities and for balancing social and economic growth when properly managed and established. To order to maximize the gains, the government needs to support and take a step towards a positive effort to align domestic and international tourism with appropriate policy (Khaing, 2018).

1.2 Background of the study

After five decades of military rule, Burma opened up to the outside world in 2011. Because of this, Myanmar Government has initiated political social and economic reforms

(BBC, 2015). As a result, Daw Aung San Suu Kyi of the National League of Democracies called for the cessation of the over 15-years visitor boycott (Bealby, 2011). In 2013, the government announced longer listing places that visitors may access with or without prior approval in some instances (MCRB, 2015). The number of international visitors has risen since then. Myanmar's visitor forecasts are as follow.

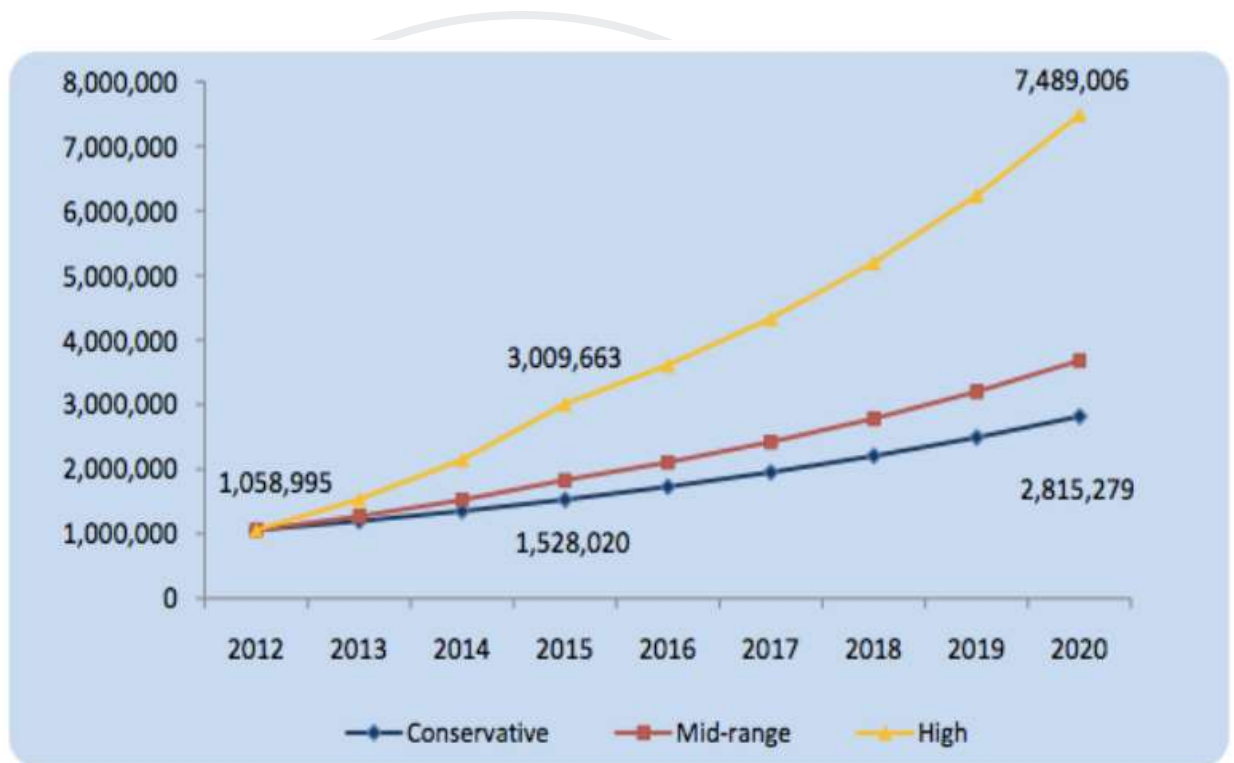


Figure 1.1: Myanmar Visitor forecasts, 2013-2020

Source: Asian Development Bank Estimates: Ministry of Hotels and Tourism

Myanmar's increased tourism has created jobs for its locals and is a driving force for economic growth. In 2016, tourism provided nearly 1,662,000 jobs comprising 5.7% of total jobs (WTCC, 2017). In 2016, tourism accounted for 6.6% of GDP (USD 2 billion), up from 3.6% (USD 220 million) only in 2011 (WTCC, 2017). In turn, the increase in

tourism has driven local communities, in particular rural, vulnerable and marginalized people, through jobs and the use of resources by supplying products and services to tourists, generating income in the tourism value chains. The tourist industry thus has a significant multiplier and a positive impact on other economic sectors, which helps to improve the performance of the sector (Leeuwen, Nijkamp, & Rietveld, 2009).

Inle lake is one of Myanmar's most popular attractions. Below table shows the international visitors at different destinations in Myanmar in 2017.

Destination	International	Share of international arrivals (%)
Bagan	163,356	27.5
Inle	100,243	21.1
Chaungtha	164,003	2.2
Mandalay	160,975	27.3
Ngwesaung	25,987	4.3
Yangon	559,610	94.3
Ngapali	25,614	4.3

Figure 1.2: International visitors at different destinations in Myanmar, 2019

Source: (BIF Burma, 2017)

The lake is named as "floating villages" where entire communities live over the lakes. The lake is renowned for its floating villages, gardens and markets, monasteries,

traditional handwoven textiles and the unique way of life of the locals with their fully water-locked community. The lake area is Myanmar's leading destination with extraordinary ecosystems and cultural and natural heritage traditions, numerous communities and astonishing natural environment.



Figure 1.3: Inle' lake

Source: (Calvin, 2017)



Figure 1.4: One-Leg Rowing of Inle' Lake

Source: (Yu Y. , 2018)



Figure 1.5: Floating Garden Fishing Village (Inle' Lake)

Source: (Harriman, 2018)

The director of the Inle Lake organization says they centered on environmental and economic problems related to the lake because over 77,000 residents live as small communities on the shore of the Inle Lake. In a demographic but also in a economic sense, they gradually became the main legal group on the lake (Robinee, 2000). Apart from population growth, tourism rises in many places change the socio-economic structure (Hlaing, 2019). The village on the lake profits from tourist employment (Hlaing, 2019). Inle Lake is one of Myanmar's major attractions (IID, 2014) and the lake has seen growing visitor demand in recent year, introducing more issues for management into the sanctuary (Hlaing, 2019).

Inle Lake has formed more than 1.5 million years ago and is located on Nyaung Shwe Township in the Shan State District of Taung Gyi, Shan Hill, Myanmar, within the South Shan Plateau in the central Shan Region (Bertrand & Rangin, 2003). Inle Lake is the second largest lake in Myanmar, after Indawghi, which has an average surface area of 44.9 km² but in 2007 the surface area has decreased significantly, from 271 km² in 1934 to 163.3 km² and in 2014, there were 25, 4 Km² of satellite pictures, of which floating gardens have decreased. At 2,900 feet (880 m), the lake is one of the highest in Myanmar. The feet can depend on season and the average depth is 7 feet (2.1 m) during dry season with a depth of 12 feet (3.7 m), which can be increased by 5 feet during raining season (1.5 m) (1 feet) (Hlaing, 2019). The intensive farming methods of the neighboring river systems also changed the forest cover and other land types; agricultural floating gardens have increased considerably (Htwe, Kywe, Buerkert, & Brinkmann, 2015).

A stronger competition between tourism destinations in the tourism industry increases the position of marketing activities which calculate the satisfaction of tourists of the destinations and that produce quality tourism services while at the same time ensuring that satisfied tourists return to their destination. Satisfied tourist is the best way for the positive word-of-mouth communication. On the market of tourism, one of the most important problems for those who are involved in the creation of tourist destination policies is the increasing competitiveness between tourist destinations, which seek to achieve the best development strategy. The satisfied tourist who makes a positive picture of a tourist destination is therefore a significant factor in the development of tourism policies. As a major strategic tool, the success of a tourist destination is based on tourist satisfaction and it has been considered a major instrument for growing the profitability of tourism destinations in the today's globalization. Customer satisfaction frequently leads to an extended stay in a tourist place, which certainly depends on a good relationship between the customer and the provider, and on how that service is provided. The estimated level of satisfaction must be a common strategy as the visitor's emotional response is focused on the discrepancy between the service provided and the service anticipated (Palvic, Perucic, & Portolan, 2011). Revisits to a tourist destination are a fundamental indicator of customer satisfaction in tourism. Hence, this paper is to study the factors influencing tourists' satisfaction towards Inle' destination in Shan State, Myanmar.

1.3 Statement of the problem

Inle Lake Region is a Myanmar's flagship resort, with outstanding ecosystems, cultural and natural resources, diverse communities and incredible wilderness. It is the birthplace of a well-established tourism industry, in some instances from colonial times. It is, however, a region in which tourist economies and culture are undergoing rapid changes, as Myanmar grows rapidly as a result of recent policy changes. The region is also an environment where the sustainable development of the economy of tourists has major problems since there are not enough facilities, planning authority and manpower services to insure that the destination is built in a profitable and appealing manner. The area must be recognized as a global destination and steps must be taken to ensure that the region becoming a profitable and safe tourist destination.

According to Michalon (2014), Inle Lake faces problems since the industry has been economically developed and incorporated into a large geographical scale and Inle Lake is growing population and day-to-day labour (Michalon, 2014). In an interview with 48 fishermen, Okamoto has established adaptation techniques among 34 (70%) of them. Of those, 22 men, or 65%, choose the average 11 to 16 hours for their daily work. Many have ended 22 hours a day operating (Okamoto, 2012). They cannot support their families even if they devote 23 hours a day working and not enough to maintain the living standards of households.

A word-of-mouth contact between visitors who have previously visited, and their friends or relatives who have not yet visited, is required to encourage the attraction of the

area and increase tourist sightseeing. And the communication of word of mouth is only established when tourists are satisfied with the destination. Tourist satisfaction was seen as a key tool for rising the attractiveness of tourist destinations in the sense of globalization. This is related to the initiative of tourism materials, which can meet tourists ' needs.

Min & Suprinit (2017) has investigated the survey of factors attracting tourism to Inle Lake in Myanmar. The study was mainly focused on possible impacts on the improvements of Inle Lake tourists' destination. The objectives of the study were to identify the factors that attract tourists to visit Inle Lake, to explore what mode of transportation they preferred to use when visiting Inle Lake and to determine what kind of accommodation they most frequently stayed at in the Inle Region. The studied has collected the survey questionnaires by distributing to 100 Myanmar students at MCU. The study has shown that most of the visitors are attracted by Inle Lake and some come to Phaung Daw Oo Pagoda and Indein. Most of the respondents preferred using car for transportation and most of the respondents stayed at hotel for their accommodation. Another study conducted by Hlaing (2019) has investigated the study of effects on tourism satisfaction in Inle Lake, Myanmar. The study results indicated that because of tourists' satisfaction, Inle Lake has increased in agricultural activities because of floating garden agriculture which is supporting the local communities' economic activity.

Even though there have been past researches about Inle Lake, there variables of 5As of accessibility, amenity, attraction, activity and accommodation were not used in their study. Thus, the researcher has found out the gap between the knowledge of 5As and tourists' satisfaction in Inle Lake. This research will therefore show the results what factors

affect the satisfaction of tourists. If the customers are satisfied with Inle ' Lake, they will decide again and will recommend the grandeur of the destination to others. Increasing visits to tourists can increase income and jobs in the region. The satisfaction of tourists in a destination like Inle ' Lake is thus important.

1.4 Objectives of the study

Objectives of the study are as follow.

1. To know how tourists evaluate Inle' destination of 5As in Shan State
2. To investigate the relationship between destination attributes of 5As (accessibility, amenity, attraction, activity and accommodation) and tourists' satisfaction
3. To study cause and effect of relationship between 5As (accessibility, amenity, attraction, activity and accommodation) and tourists' satisfaction

1.5 Research questions

Research questions of this study are as below.

1. How tourists see Inle' destination of 5As in Shan State?
2. What are the effects of destination attributes on tourists' satisfaction?
3. What is the cause and effect of relationship between 5As (accessibility, amenity, attraction, activity and accommodation) and tourists' satisfaction?

1.6 Benefits of the study

This paper will analyze the level of tourists' satisfaction in Inle's destination in order to know if tourists are satisfied with the destination or not. By conducting this, the results will be able to show which parts tourists are dissatisfied with and it can be benefited to Inle's policy makers and business owners in designing and developing sustainable strategies in Inle's destination in Shan State. Tourism is an economic activity that brings the producers to the consumer. Satisfied visitors can visit the destination again and offer their families and friends suggestions about the destination. It ensures that contact with those satisfied visitors with local communities will bring about advantages. Thus, the study results will be benefited for policy makers by being able to improve Inle Lake's infrastructures such as in roads, electricity, transport, telecommunications etc. and will result in various economic, environmental and social / cultural benefits. Moreover, this study's results will assist in academic field by providing the level of tourists' satisfaction towards Inle' destination and will offer additional knowledge to the researchers who want to study the same research area as this study.

1.7 Contribution of the study

This study will be contributed to the academic field by providing additional knowledge about tourists' satisfaction towards Inle' Lake's 5As which are accessibility, amenity, attraction, activity and accommodation. Therefore, the researchers who want to study the same research context can use this paper as a base for their empirical study.

Secondly, this study will be contributed to the government by giving them ideas of improving current policies. By understanding the attributes affecting tourists' satisfaction, government may better be understood and support the region by upgrading 5As and increasing tourists' satisfaction ultimately. This study's results will have a localized implication for the Inle' Lake community. Communities may focus on improving the attributes of 5As in order to attract tourists to the region.

1.8 Limitations and scope of the study

This study only aims to investigate the specific topic about the attributes affecting tourists' satisfaction towards Inle' destination. This study's results will not be affected to other destinations' tourists' satisfaction throughout the country or around the world. This study is only conducted to 400 tourists who came and visit Inle' Lake so this study's population will not cover the whole population of tourists who came to Inle' Lake. This study will use structured design and use survey questionnaires in order to collect the required data. The data will be collected using Google form by distributing them in Yangon Connection Group from Facebook where many foreigners are member in there.

The scope of this study will only focus on tourists' satisfaction towards Inle' Lake in Myanmar and the attributes that will be studying are 5As of accessibility, amenity, attraction, activity and accommodation. Dependent variables of this study is tourists' satisfaction. Aside from these, other factors will not be studied in this IS study. However, this study can be a base for those who want to study the same research area as this. This

study will use Pearson's Correlation Multiple regression analysis in order to show the relationship between 5As and tourists' satisfaction.

1.9 Definition of terms

Tourist satisfaction: It is the degree of the enjoyment of the visitor from the encounter with a product or service that satisfies visitor desires, aspirations and wishes in accordance with the trip (Severt, Wong, Chen, & Breiter, 2007).

Attributes of 5As affecting on tourists' satisfaction: They are accessibility, amenity, attraction, activity and accommodation (IATA, 2015).

Accessibility: It's how to access or reach the place of destination (Prideaux, 2000).

Amenity: All other facilities that involve good and comfortable living while travelling, such as food, drinking water, sanitation, etc. (Hassan & Iankova, 2012).

Attraction: It contains all the reasons that attract a visitor. It could be a place, scenery, lakes, beach, landmarks, etc. (Cavlek, Bartoluci, Prebezac, & Kesar, 2011)

Activity: It involves activities that a location or attraction holds, such as nature hikes, heritage & design, boat tours, sightseeing, health, etc. (Active Tourism, 2019).

Accommodation: A place to rest or stay while travelling (Rahovan, 2013).

CHAPTER 2

LITERATURE REVIEW

This chapter describes the theory of tourists' satisfaction, the importance of tourists' satisfaction and the attributes affecting on tourists' satisfaction namely 5As which are accessibility, amenity, attraction, activity and accommodation. The contents of this chapter are as below.

2.1 Tourist's satisfaction

2.2 Importance of tourists' satisfaction

2.3 Attributes affecting on tourists' satisfaction

2.4 Conceptual framework of the study

2.5 Hypotheses development

2.1 Tourists' satisfaction

Severt et al., (2007) describe tourist satisfaction as an degree of the enjoyment of the visitor from the encounter with a product or service that satisfies visitor desires, aspirations and wishes in accordance with the trip (Severt, Wong, Chen, & Breiter, 2007). Comparison of the preferences of the consumer before and after consumption can build satisfaction. In the field of tourism, satisfaction is generally related to as pre-travel and post-travel encounters. When encounters go beyond standards, the tourist is satisfied. If the visitor is disappointed, however, the predicted effects would be dissatisfaction. It is known

that tourist satisfaction is attributed in two ways: firstly, it applies to tourist's pre-expectancy before the journey; secondly, it corresponds to the tourist's rationale of after travel facilities, which is focused on actual encounters (Chen & Chen, 2010).

Tourist satisfaction is significant for tourism and tourists have been not very satisfied with the peripheral services and tourist has been very pleased with the core service characteristics (Song, Veen, Li, & Chen, 2012). True understanding and their appreciation for the standard of the service offered is the foundation of tourism satisfaction. The service quality includes two dimensions: technological and practical quality, whereby technical quality relates to what the client gets from the business, whereas the functionality relates to how the company delivers the services (Aliman, Hashim, Wahid, & Harudin, 2016). Maunier & Camelis (2013) explores the idea that the provision of reliable service by itself cannot guarantee the loyalty of consumers and that the total loyalty and desire to repurchase are uniquely impacted by the multiple service meetings in the service sector (Maunier & Camelis, 2013). Therefore, the travel environment as a whole must be analyzed by marketers and not just by the major service providers.

Hosany and Gilbert (2010) have shown that the background in tourist decisions is an significant element (Hosany & Gilbert, 2010). Obviously, tourism user experience is also complicated because of the relationships between persons with one or more facilities, cultural and social elements. The satisfaction of tourists with their encounter at a certain destination requires all tourist events throughout their stay in a specific destination (Yu & Goulden, 2006). Research has shown that tourism encounters consist of materialism,

innovation and local community, refreshment, importance, engagement and dimensions of awareness (Kim, Ritchie, & McCormick, 2012).

In any scenario, accessing the degree of tourist satisfaction requires taking into consideration of many aspects that facilitate the mental process needed to measure the encounter with a specific product or service (Peter & Olson, 1996). Various factors, including expectations created before and during the trip and a tourist impression of the service obtained will contribute to tourist satisfaction at a particular destination. Satisfaction represents a cognitive as well as an emotional phenomenon, as demonstrated by Bigne and Andreu (2004). These authors recommend in this sense a cognitive/emotional paradigm to describe their satisfaction, since visitors not only assess their consumption experience, but also their buying experience (Sanchez, Gazquez, Marin, & Sanchez, 2007).

2.2 Importance of tourists' satisfaction

The growing effect on tourism is being characterized by the progressively globalization, which affects the industry, in particular with financial, economic, political, technical and cultural. The competition of tourism destinations on the tourism market raises the position of marketing efforts to calculate the satisfaction of tourists and to have qualitative tourist deals and satisfied tourists who return to destinations. In tourism, one of the key problems for the participants in designing tourism policy is in these circumstances of increasing competition amongst tourist destinations, finding the best growth strategy. Thus, the satisfied visitor who has a good picture of a tourist

destination is a crucial element in the development of tourism policy. In the sense of globalization, tourist satisfaction was viewed as the key weapon for growing the attractiveness of tourism destinations. This is linked to the efforts of tourism to meet tourists' standards (Pavlic, Perucic, & Portolan, Tourist's satisfaction as an important tool for increasing tourism destination competitiveness in the globalization conditions - The case of Dubrovnik-Neretva Country, 2011).

The key target service sector in this study is tourism since it is one of the world's fastest growing industries with important effects in the global economy (Aliman, Hashim, Wahid, & Harudin, 2016). Governments around the world have increased efforts to compete for the tourist money by recognizing the importance of the tourism sector as drivers for economic development and employment. In reality, the WTTC (2013) estimated that the industry supports the professional, semi-skilled and unqualified for 225 million workers and generates 9 per cent of world GDP (Aliman, Hashim, Wahid, & Harudin, 2016). Similarly, Hui, et al., (2007) note that all countries are improving the tourism industry and this would not only support industry itself but also other industries, such as retail, transport and infrastructure (Hui, Wan, & Ho, 2007).

2.3 Attributes of 5A's

The requirement that their services are high quality has been increasingly essential to the destinations. The travel industry saw several cases of destinations that have now lost customers and their long-term image, as high expectations of infrastructure development

services and facilities were not satisfactorily provided. Infrastructure is a key field of the tourism industry and plays an important role in destination growth. The simple 5As which is a key to performance in a destination, should be well blended and balanced. The attributes include accessibility, amenity, attraction, activity and accommodation (IATA, 2015). Destinations can only draw tourists if they have a large range of ways and activities to stay and do. A destination must fulfill all these criteria in any form or another. In each of these 5 A's groups, multiple destinations aim to draw investment and provide tourists with more options.

2.3.1 Accessibility

Access is a big tourism attraction infrastructure. In regions where tourism attractions are widely scattered, it is especially important. Accessibility includes highways, bridges, airports and numerous services for transportation. The growth of tourism is normally seen as needing easy access to tourist destinations as regards to external transport and facilities for quick travel inside the destinations. Kaul (1985) is one of the first to acknowledge the value of transport infrastructure as an essential part of productive development, as a consequence of which new attractions are generated and existing ones develop (Kaul, 1985).

"The function and interaction of the transport types, ways and terminals supporting tourists to and from destinations, and the provision of transport within a destination" is described by Prideaux (2000) as a transport network relevant to tourism (Prideaux, 2000).

The standard and affordability of transport infrastructures like air services and airports, ground traffic networks and waterway facilities, is a very strong and desirable transport network. The transportation network directly links tourism roots with tourist destinations and offers transportation inside a tourist destination, such as attractions, hotels and shopping. A destination should be easy to reach, particularly when the country is scattered geographically.

Cavinato and Cuckovich (1992) referred access in terms of dealing with and addressing a wide range of constraints (Cavinato & Cuckovich, 1992). Iwarsson and Stahl (2003) study the various levels of accessibility from a micro, meso and macro level. (Iwarsson & Stahl, 2003). At each level, these distinctions involve physical access, access to information, or to social activities and services. The term "access" was divided according to Darcy (1998) into three different dimensions: physical, sensory and communication access. (Darcy & Harris, 2003).

2.3.2 Amenity

Tourism amenities are buildings and infrastructure that have to be built to appeal to visitors. It is described as something that provides elegance, enjoyment, or experiences unique to a locale, and is the foundation upon which to construct a tourism infrastructure that will enhance life quality for residents in the area. They are the conduit that connects recreation and tourism with the community because they are responsible for bringing visitors to the town (Betz & Perdue, 1993).

They are components that will provide visitors with comfort and ease during their trips. Amenities are either tangible or intangible, especially those that enhance the attraction, interest or ease or convenience of the property. A shortage of sufficient amenities is sometimes listed as one of the key barriers to tourism and development in a destination. All kinds of activities in a certain attraction may need extra equipment and the amenities in a certain region rely on the nature, venue, target audience and a host of other factors. Many studies have found amenities as central or subordinate to a tourist place and these considerations are required to have a satisfactory tourist experience (Lewis, 1987; Baker & Cameron, 2008; Nowacki M. , 2005). The tourists are able to determine their previous impressions, according to Hassan and Iankova (2012), through relying on visits to the nature of the facilities, their administration and relevant concerns, and this has a clear link with feedback and regular visits (Hassan & Iankova, 2012).

2.3.3 Attraction

A tourist attraction is a destination that visitors come, usually due to its inherent or cultural importance, architectural meaning, leisure, experiences and entertainment. Attraction's main purpose is to attract the customers which lead them exploring and enjoying different attractions throughout their vacation. There are four different categories of tourist attractions that travel and tourism companies utilize. These are purpose built attractions, in addition to natural attractions, events, and heritage attractions. Attraction is an important aspect of the travel and tourism sector as it brings in tourists from around the globe (Stravel, 2018).

The word tourist destination applies to the geographical region, on the other hand, which varies from that of the permanent home of a visitor, where visitor activity is carried on and tourism items are consumed. It can be described as a tourist consumption location (Cavlek, Bartoluci, Prebezac, & Kesar, 2011). Research has been carried out on tourist attractions from various perspectives with specific interpretations of what attraction is and how it functions. Attractions are key to improving tourism; research suggests that visitors are more attracted to tourist destinations with sufficient services to fulfill their needs (Richards & Wilson, 2006). The tourist industry is diverse and is a catalytic priority for improving visitor infrastructures and facilities, attractions for destinations.

2.3.4 Activity

A tourism activity is an activity incorporating an exploration tour's journey, ecotourism and cultural facets. It is low in effects, environmentally friendly, good quality and socially acceptable. It also aims at mixing leisure and culture, giving both the visitor and the visited nation benefits. It shares some similarities with ecotourism and wildlife tourism, and contains several sport and adventure tourism. It also covers other types of educational tours and science and research trips. It can be described as a responsible tourist travel to foreign regions that require the physical and mental participation of the tourists and which follow the values of ecology, biodiversity protection and culture conservation.

Recreation and education, reverence and reflection, initiative, practice and constructive participation, along with a local professional acquaintance, an academically

trained tour guide, are crucial considerations (Active Tourism, 2019). Tourism activity provides the demand. Tourism destinations activity has the most unique aspects, reason, and importance when it comes to travel. This is where people talk about activity as a demand-generating tourism and how tourists are attracted by the activities (Vjector, 2019).

2.3.5 Accommodation

Accommodation is an important part of tourism (Urtasun & Rrez, 2006). It is the biggest and most ubiquitous field of the tourism industry and accounts for around one third of the overall tourism costs and is an integral part of tourism. As a hotel sector, the idea of lodging has grown as it provides travel and home living facilities. The accommodation service is a main tourism service that provides visitors a variety of benefits throughout their stay (Rahovan, 2013). The hospitality sector reflects the development and stability of the nation in several respects, hence, the standard of accommodation, price and range of food in a destination are an essential aspect of the traveler's experience and image (Banerjee, 2014).

While tourists may enjoy different and varied accommodations, hotels typically provide the most abundance of accommodation in urban areas (Craggs, 2008). Different types of accommodations are offered ranging from budget, type of tourism, and type of customers. Accommodation providers are responsible to provide a safe and secure place that is free from dangers. Standards can vary between different providers and by the tourist's financial situation (Wilson-Mah, 2019).

2.4 Conceptual framework of the study

The conceptual framework of this study is constructed with the independent variables of 5As which are accessibility, amenity, attraction, activity and accommodation and dependent variable of tourists' satisfaction. Nowadays, the components of the 5As of tourism have to be taken into account as part of the tourism strategy. The structure of this framework is based on (Haneef, 2017)'s study. Haneef (2017) has studied the model to explore the impact of tourism infrastructure on destination image for effective tourism marketing. The study has accessed the 5As and destination marketing, future intention and tourist satisfaction. The results have found out that there is a relationship between the quality of 5As and destination marketing, future intention and tourist satisfaction. Thus, this study wanted to discover if there is any relationship between those aforementioned 5As and tourists' satisfaction towards Inle' destination. Thus, the researcher has formed the conceptual framework as follow.

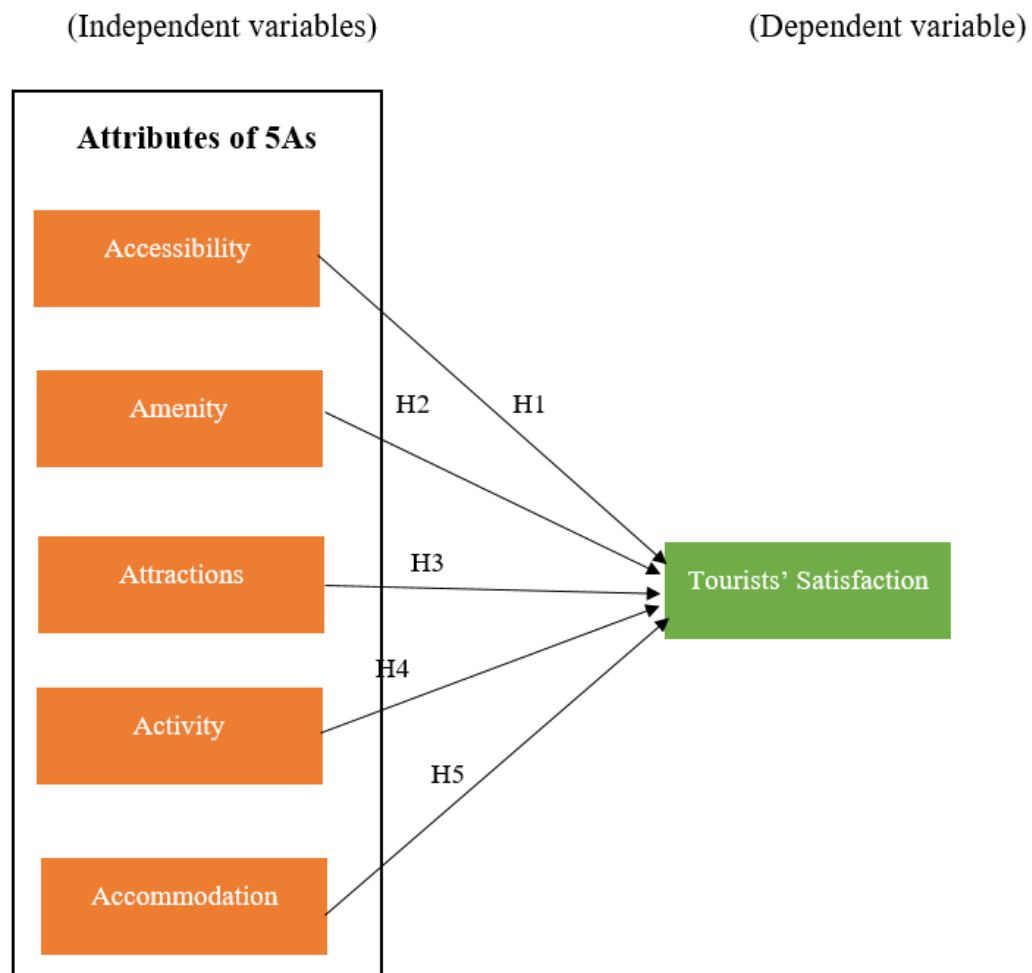


Figure 2.1: Conceptual framework

2.5 Hypotheses development

The researcher has developed the following hypotheses based on the conceptual framework above.

H1: Accessibility is positively and significantly affecting on tourists' satisfaction

H2: Amenity is positively and significantly affecting on tourists' satisfaction

H3: Attraction is positively and significantly affecting on tourists' satisfaction

H4: Activity is positively and significantly affecting on tourists' satisfaction

H5: Accommodation is positively and significantly affecting on tourists' satisfaction



CHAPTER 3

RESEARCH METHODOLOGY

The main objective of this section is about explaining the ways used in researching this study, its design and reasons for choices. This chapter includes research method, research design, data collection method, sampling design, survey design and development, coding structure, reporting and data analysis. Moreover, this chapter will present data validity and reliability and ethical consideration of the study.

3.1 Research method

Research methods are the approaches, procedures or techniques used in data collection or research to discover new knowledge or to better understand a topic. Three types of research methods are qualitative, quantitative and mixed research methods. Qualitative is used to consider the underlying causes, beliefs and motives. It gives perspective or helps to establish concepts or theories for future quantitative analysis. Quantitative analysis is used to measure the issue by providing numerical results or data that can be translated into figures that can be used. This is used to measure behaviors, beliefs, actions and other defined factors – and to generalize outcomes into a larger population sample (DeFranzo, 2011). Both qualitative and quantitative analysis are combined in mixed methods research. It offers a systematic approach that blends statistical details with more contextualized perspectives and analytics (Kothari C. , 2004). This

analysis will use a quantitative research approach as it wants to assess the satisfaction, emotional statements and opinions of all those tourists towards Inle's destination. In addition, this quantitative technique is chosen because by generating numerical figures to statistic results, this analysis can measure the research problems and this study use the online survey to collect the related data.

3.2 Research design

Research designs are used to find strategies to gather data by using fewer energy, commitment and resources (Kothari C. , 2004). The research design constitutes the many decisions about what, where, when, how much, and how (Kothari C. , 2004). It helps the researcher to decide and communicate about the overall designs of the study, data collection methods, respondent selection, and data analysis and result communication. There are three kinds of categories with the research design – exploratory, descriptive, and explanatory research design (Kumar, 2011).

Exploratory research often seeks to look at research problems and has no intention of offering definitive and convincing answers to current problems. This type of research is usually conducted to analyze an unknown issue. This research design does not aim to address research questions in full and definitive words but rather discusses the subject in a varying degree of detail. The behavior of the sample populations is represented using descriptive research. Only one variable (anything that has different quantity or quality) is required for descriptive analysis to perform a report. Describing, explaining and validating

the observations meet the three primary goals of descriptive study. Descriptive research uses close-ended questions and uses tools such as mean, average, median, frequency, etc. Explanatory work or causal study is done to explain the effect on current operating processes of certain improvements. The most common method of casual research is experimentation (Theintactone, 2018).

According to above knowledge, this research will use the explanatory research design because it is conducted to understand the impact of certain changes in existing standard procedure. This study method lets the researcher identify the issue that has not been extensively explored before. According to the researcher's knowledge, there were no study on attributes affecting tourists' satisfaction towards Inle's destination in Shan state so this research area was not studied in-depth before. Hence, the researcher decided to use this study design. The downside is that this method of analysis will not provide the researchers with definitive data, but will allow them to better understand the issue. Furthermore, this study is to understand the cause and effect relationship between variables, this study will use explanatory/causal research design.

3.3 Data collection method

There are two main ways to collect information concerning people, situations, phenomena or problems (Kumar, 2011). They are categorized as primary data and secondary data. Primary information is the sort of data immediately obtained from the data source without the use of existing records. It is obtained specifically for a research study

and can be freely used for other research purposes. Secondary data is the data which someone else has already obtained so which others could use (Formplus, 2020). Primary data will be collected using structured questionnaires for data analysis purpose and the questionnaires will cover the Inle lake's accessibility, amenity, attraction, activity, accommodation and satisfaction on those stated variables to fulfil the research objectives and answer the research questions which was presented in Chapter 1. The secondary data for this study will be collected from related journals, books and websites.

3.4 Sampling design

Sampling is a process that takes a sample from a big group (known as the population) and uses that sample as the basis of estimation about an unknown situation, information, or results that concern the group itself. Sample means the subgroup of the population (Kumar, 2011). Two types of sampling are probability and non-probability sampling. In a probability sampling method, all elements in the population has an independent and equal chance of being selected (Kumar, 2011). In probability, there are simple random sampling, stratified sampling and cluster sampling. Non-probability sample designs are used when elements in the population are not known or are identified individually (Kumar, 2011). 5 types of non-probability sampling are convenience sampling, quota sampling, consecutive sampling, judgmental sampling and snowball sampling. Non-probability sampling method was chosen as not all members in the non-probability sampling have chances of participating in the study (Bhat, Non-Probability

Sampling: Definition, Methods and Examples, 2018). This study intends to use non-probability of convenience sampling method because the method is based on collecting data from people who are convenient to participate in the study. Convenience sampling is a way of getting participants anywhere the researcher can find and usually anywhere convenient (Fleetwood, 2018). In this study, the researcher thinks that by using convenience sampling, the researcher can collect the sample who are convenient in the selected group which is “Yangon Connection Group”. Moreover, the questionnaires will be collected using Google form and distributed them in “Yangon Connection Group” where there are many foreigners who are staying and visiting Myanmar in the group. Yangon Connection Group is a group from Facebook which was created since 2020. The group was formed for foreigners who are in Myanmar to communicate and help with each other with the challenges and opportunities in Myanmar, exchange ideas, tips and also to socialize with each other. The researcher has chosen this group because it is reliable for sharing information and it is appropriate for getting the survey data that this study desires.

The target population of this study are tourists have travelling experience to Inle’ destination in Taunggyi city, Myanmar. Yangon Connection group has a total of 138,198 members including Burmese people and foreigners. While distributing the Google form questionnaires in a group, the researcher will attach along with the consent form which declare only participants’ experience of travelling to Inle’ Lake can fill the questionnaire. According to (Yamane, 1967), the formula of sample size is as follow.

$$n = N / (1 + N(e^2))$$

where, n = sample size

N = population size

e^2 = level of precision ($\pm 5\%$)

$$n = 138198 / (1 + 138198 (0.05)^2)$$

$$= 398.8$$

Hence, the sample size of this study is 400 tourists.

3.5 Research instruments

In questionnaire, it contains two parts which are as follow.

Section 1: Demographic profile which will collect the data of respondents' gender, marital status, age, educational background, job nature and income level. This part will include 5 questions.

Section 2: This section will include tourists' behavior including the tourists' length of stay in Myanmar, how often they travel around Myanmar, the objective of their visit to Inle' Lake, trip arranging to Inle 'Lake, transportation type they used, how tourists see Inle' Lake by their last experience, knowledge about Inle' Lake, the accommodation they used for their last trip to Inle' lake, etc. Hence, this section will include asking about tourists' behavior with 9 questions.

Section 3: This part will include with the study related questions. In this part, there will include 4 questions for accessibility, 4 questions for amenity, 4 questions for attraction, 3 questions for activity, 4 questions for accommodation and 7 questions for tourists' satisfaction.

3.6 Reporting

The data that are collected will be generated by entering the data into computer and analyze with statistical tools to get the accurate data and findings. This study's questionnaires will use Cronbach's alpha coefficient to measure the reliability of the questions. The questionnaires will be spread through online, posting in Yangon Connection group and will be asked to submit the questionnaire directly to the link that are completing the survey. The researcher will use descriptive analysis to analyze the demographic part and tourists' behavior part. This part will also show the bar-charts and pie-charts which shows the percentage. Mean scores and standard deviation will be used to analyze 5-point scale questions. The summary of descriptive statistics for statistical analysis is as follow.

Table 3.2: Summary of descriptive statistics for statistical analysis

Variables	Type of variables	Descriptive statistics
Attributes of 5As	Independent	Mean and standard deviation
Tourists' satisfaction	Dependent	Mean and standard deviation

Moreover, data from a survey would be evaluated by inferential statistics in this analysis to draw results in population collection and to test the hypotheses and to answer the result. Thus, in order to test the relationship between variables, it will use Pearson's Correlation and regression analysis. Correlation is a method used to analyze the relation between two continuous quantitative variables. The coefficient of correlation of Pearson (r) is a measure of the strength of the connection between the two variables. The coefficient can be from +1 to -1, in which +1 refers to a positive relationship, -1 indicates a negative relationship and 0 shows there is no relationship at all (Statistics Solutions, 2018). The regression analysis is a set of statistic techniques used to analyze the relationships between the dependent variable and one or more independent variables. This can be used for assessing the strength and modeling of future relationships between variables (CFI, 2018). This research would also analyze the relationship between variables with a maximum acceptable p-value of 5%.

3.7 Data validity and reliability

The most basic things to keep in mind when doing a research are reliability and validity. What the instrument measures and how well it does that is known as validity while the trust that the researcher can have on the data is known as reliability. It is all about the degree of control over the random errors that the measuring tool possesses (Kimberlin & Winterstein, 2008). The correlation coefficient, ranging from -1 to +1, is used to quantify the relationship between a test performance and a business metric. The overall strength of the relationship is known by assessing the number between the -1 and the +1. The better the relationship is, the better the test (Price, 2018). Hence, this study will employ the use of correlation analysis to measure the validity of data. Pearson's correlation analysis is used to measure the strength of the association between dependent and independent variables and this study use Pearson's correlation analysis to test the relationship strength between 5As and tourists' satisfaction.

A reliability test that uses Cronbach's alpha coefficient will also be employed for the whole sample. The test's reliability is shown by this coefficient. It is shown using the letter "r," and is shown in a number that ranges from 0 to 1.00. While $r=0$ means there is no reliability, and $r=1.00$ means perfect reliability. When the value of r is greater than 0.6, it is said to be questionable (Price, 2018). Thus, the researcher has conducted a pilot study for the reliability of this study by using 40 qualified people who were not in the group of the sample. The reliability score of this study is as follows.

Description	Reliability score (r)
Accessibility	0.685
Amenity	0.691
Attraction	0.701
Activity	0.673
Accommodation	0.784
Tourist satisfaction	0.881
n = 40	

Table 3.3: Reliability score

As shown in above, all of the r values are greater than 0.6 which make this study's questionnaire questionable.

3.8 Ethical considerations

One of the most critical aspects of the research will be decided by ethical considerations. Study subjects in this research were promised no harm at all. The whole consent form and the survey questionnaire have been submitted to participants and can only be done until the individual has decided to engage in the survey process. Safety protection for study subjects was maintained and confidentiality was also guaranteed in terms of the secrecy and anonymity of persons.

CHAPTER 4

DATA ANALYSIS

The questionnaire sets based on the respondents' demographic profile and tourists' behavior are presented in this chapter. Based on the collected data, this chapter also presents the Correlation analysis and Multiple Regression analysis in order to determine the relationship between independent variables of 5As of accessibility, amenity, attractions, activity, accommodation and dependent variable of tourists' satisfaction.

4.1 Data analysis

Section 1: Demographic profile

Table 4.1: Demographic profile

Description		Frequency	Percent
Gender	Male	234	58.5
	Female	166	41.5
Marital status	Single	116	29
	Married	183	45.8
	Divorced	71	17.8
	Widowed	30	7.5

(Continued)

Table 4.1 (Continued): Demographic profile

Description		Frequency	Percent
Age	Between 20 to 30	70	17.5
	Between 31 to 40	189	47.3
	Between 41 to 50	115	28.8
	Over 51	26	6.5
Educational level	Under graduate	47	11.8
	College/University	239	59.8
	Master or higher	114	28.5
Job nature	Student	34	8.5
	Private company	131	32.8
	Government/State enterprises	105	26.3
	Business owner	104	26
	Teacher	26	6.5
Income level	Under \$200	7	1.8
	\$200 to \$500	57	14.3
	\$500 to \$1000	269	67.3
	Above \$1000	67	16.8

(Survey, 2020)

Above table has shown the respondents' demographic profile. According to the table, 58.5% were male and 41.5% were female. Among them, 29% were single, 45.8% were married, 17.8% were divorced and the rest of 7.5% were widowed. The researcher has also conducted the respondents' age and based on the results, 17.5% were at the age of between 20 to 30, 47.3% were at the age of between 41 to 50, 28.8% were at the age of between 41 to 50, 6.5% were at the age of over 51 years old. Moreover, 11.8% were under graduate, 59.8% have attended college or university and 28.5% got Master degree or higher. When conducting about their job nature, 8.5% said they are students, 32.8% said they work in private company, 26.3% said they work in government departments or state enterprises, 26.3% said they are business owners and the rest of 6.5% said they are teachers. Last but not least, 1.8% said they get under \$200 as their monthly salary, 14.3% said they get between \$200 to \$500, 67.3% said they get between \$500 to \$1000 and the rest of 16.8% said they get above \$10000 as their monthly salary.

Section 2: Tourists' behavior

Table 4.1.2: Tourists' behavior

Description		Frequency	Percent
How long have you been staying in Myanmar?	Below 3 months	27	6.8
	3 - 6 months	38	9.5
	6 months - 1 year	101	25.3
	1 - 3 years	82	20.5
	Over 3 years	152	38
How often do you travel around Myanmar?	Once a week	19	4.8
	Once a month	222	55.5
	Twice a month	114	28.5
	More than 3 times a month	45	11.3
What was the main objective of your visit to Inle' Lake?	Pleasure	106	26.5
	Business	121	30.3
	Visiting friends	125	31.3
	Educational trip	46	11.5
	Others	2	0.5
How did you arrange your last trip to Inle' Lake?	Independent	118	29.5
	On a package	192	48
	With friends	90	22.5

Table 4.1.2 (Continued): Tourists' behavior

Description		Frequency	Percent
Which kind of transportation did you use when you last visit to Inle' Lake?	By plane	70	17.5
	By private/rental car	195	48.8
	By bus	118	29.5
	Others	17	4.3
By your last experience, how do you see Inle' Lake?	The accessibility is good there	26	6.5
	The amenity is good there	44	11
	The attractions attract me so well	130	32.5
	The place has attractive activities for me	84	21
	The accommodation is perfect for me	39	9.8
	All of the above	77	19.3

(Continued)

Table 4.1.2 (Continued): Tourists' behavior

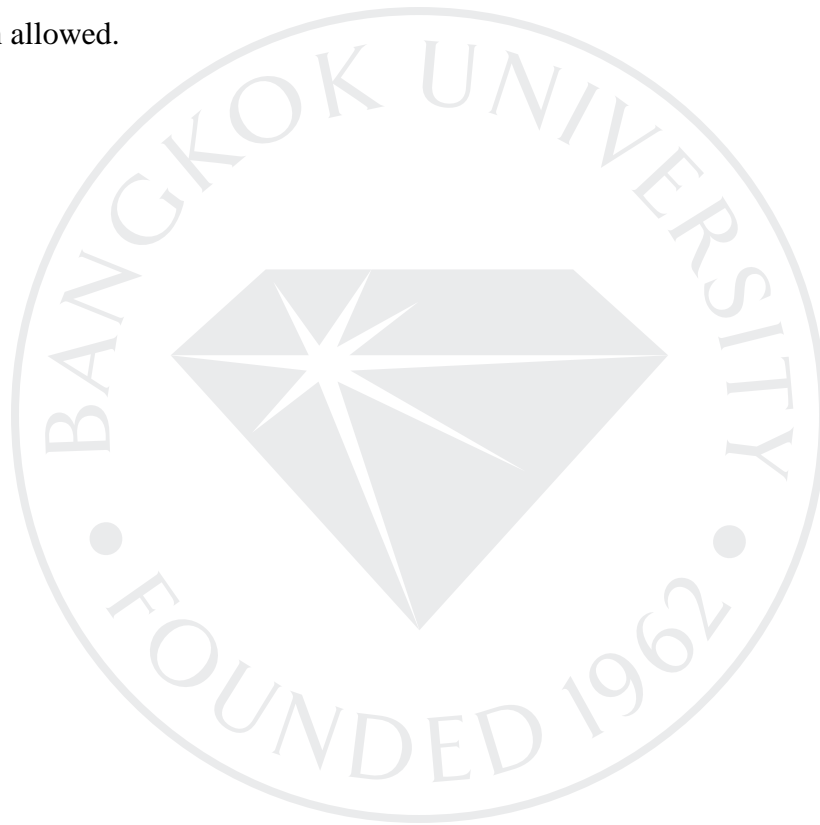
Description		Frequency	Percent
How did you know about Inle' Lake?	Friends and relatives	59	14.8
	Advertising and printed media	108	27
	Travel agents	152	38
	Travel guidebooks and internet	81	20.3
What kind of accommodation did you use for your last trip to Inle' Lake?	Hotel	198	49.5
	Hostel	31	7.8
	Bungalow	87	21.8
	Guest house	54	13.5
	Friends & relatives' house	30	7.5
If future occasion allowed, would you like to revisit Inle' Lake?	Yes	169	42.3
	Perhaps	194	48.5
	No	37	9.3

(Survey, 2020)

Table 4.1.2 has shown the tourists' behavior and according to the results, 6.8% of the tourists have been staying in Myanmar for less than 3 months, 9.5% of the tourists have been staying in Myanmar for 3 to 6 months, 25.3% of the tourists have been staying in Myanmar for 1 to 3 years and 38% of the tourists have been staying in Myanmar for over 3 years. 4.8% of the tourists said they travel around Myanmar once a week, 55.5% said they travel around Myanmar once a month, 28.5% said they travel around Myanmar twice a month and the rest of 11.3% said they travel around Myanmar more than 3 times a month. 26.5% said they traveled to Inle' lake to get pleasure, 30.3% said they traveled to Inle' lake for businesses, 31.3% said they traveled to Inle' lake to visit their friends, 11.5% said they traveled to Inle' lake for their educational trip and the rest of 0.5% chose others. When travelling to Inle' Lake, 29.5% travelled alone, 48% travelled with a package and 22.5% travelling with their friends. 17.5% of the tourists travelled by plane to Inle' lake, 48.8% travelled by private or rental car to Inle' Lake, 29.5% travelled by bus and 4.3% chose others.

By their last travelling experience to Inle' Lake, 6.5% said the accessibility is good there, 11% said the amenity is good there, 32.5% said the attractions in Inle' lake can attract them well, 21% said Inle' lake has attractive activities they can do, 9.8% said they like the accommodation and 19.3% said they are satisfied with all of the stated 5As. Moreover, 14.8% said they found out about Inle' Lake from their friends and family, 27% said they found out about Inle' Lake through advertising and printed media, 38% said they found out about Inle' Lake from travel agents and the rest of 20.3% said they found out

about Inle' Lake through travel guidebooks and internet. Furthermore, 49.5% stayed at hotel when they last visit to Inle' Lake, 7.8% stayed at hostel, 21.8% stayed at bungalow, 13.5% stayed at guest house and 7.5% stayed at their friends and relatives' house. Last but not least, 42.4% said they will surely revisit to Inle' Lake, 48.5% said perhaps, they will revisit to Inle' Lake and the rest of 9.3% said they won't revisit to Inle' Lake even if future occasion allowed.



Section 3: Attributes of 5As

Table 4.1.3: Accessibility

Accessibility		
Description	Mean	Std. Deviation
I can travel easily to Inle' Lake	3.91	0.676
Distance or flying (reaching) time to the Inle' Lake is convenient	3.90	0.645
Inle' has good transportation system	3.94	0.725
Cultural, historic and natural attractions in Inle Lake are easily accessible	3.97	0.748

(Survey, 2020)

As indicated in table 4.1.3, the result is agreed with the mean of 3.91, which reflects the fact that the majority of the respondents can travel easily to Inle' Lake. The mean score of 3.90 gives view that most of the respondents agree with how convenient of reaching time to Inle' Lake by distance or flying and the mean score of 3.94 stated that the majority of the respondents agree with the fact that Inle' has good transportation system.

Moreover, 3.97 gives view that respondents mostly agree with how accessible are the cultural, historic and natural attractions.

Table 4.1.4: Amenity

Amenity		
Description	Mean	Std. Deviation
There are wide range of foods in Inle' Lake (Shan foods, western foods)	3.88	0.851
I can find local souvenirs shops in Inle' Lake	3.85	0.838
Inle' has good communication system	3.93	0.794
There is an availability of intermediaries in Inle' Lake (travel agents, tour operators, guides, etc.)	3.95	0.782

(Survey, 2020)

As shown in above table, the result is agreed with the mean of 3.88, which reflects the fact that there are wide range of foods in Inle' Lake which are Shan foods and western foods. Moreover, 3.85 gives view that the respondents could find local souvenirs

shops in Inle' Lake and 3.93 indicates that Inle' has good communication system. Furthermore, the majority of the respondents agreed with the mean score of 3.95, to the fact that there is an availability of intermediaries in Inle' Lake which are travel agents, tour operators and guides.

Table 4.1.5: Attractions

Attractions		
Description	Mean	Std. Deviation
Inle' is rich in natural attractions (Lake, mountains, etc.)	3.94	0.834
Inle has a lot of historical sites and heritages to visit	3.82	0.764
Inle's local ethnic handicrafts are high quality	3.92	0.758

(Survey, 2020)

Above table has shown that the result is agreed with the mean of 3.94 which reflects the fact that the majority of the respondents said Inle' is rich in natural attractions with lake and mountains. Also, 3.82 gives view that the respondents mostly agreed that Inle' has a lot of historical sites and heritages to visit. Last but not least, 3.92 indicate that most of the respondents think Inle's local ethic handicrafts are high quality.

Table 4.1.6: Activity

Activity		
Description	Mean	Std. Deviation
I observed historical attractions as the activity of my trip	3.85	0.870
I can do hiking and trekking in Inle'	1.15	0.154
There are many opportunities to engage with the local people	3.98	0.745
I can do night camping in Inle' Lake	1.01	0.202

(Survey, 2020)

Above table has stated that most of the respondents agreed with which they observed historical attractions as the activity of their trip with the mean score of 3.85. The mean value of 1.15 gives view that respondents do not agree with they can do hiking and trekking in Inle' lake and 3.98 indicates that there are many opportunities to engage with the local people. However, 1.01 gives view that the respondents do not agree with they can do nigh camping in Inle' Lake.

Table 4.1.7: Accommodation

Accommodation		
Description	Mean	Std. Deviation
Inle' has wide selection of accommodation	3.97	0.802
Accommodation in Inle' offers good physical environment	3.94	0.700
Accommodation in Inle' offers good services	4.03	0.752
Attitudes of staffs are friendly and hospitality	4.02	0.761

(Survey, 2020)

As indicated in above accommodation table, the result is agreed with the mean of 3.97, which reflects the fact that Inle' has wide selection of accommodation to stay. The mean of 3.94 indicates that the respondents agreed with accommodation in Inle' offers good physical environment and 4.03 indicates that the majority of the respondents agreed with how accommodation in Inle' offers good services. The mean of 4.02 reflects that the respondents agreed with the attitudes of staffs are friendly and hospitality.

Table 4.1.8: Tourist satisfaction

Tourist satisfaction		
Description	Mean	Std. Deviation
I am satisfied with Inle's accessibility	4.03	0.781
I am satisfied with Inle's amenity	3.90	0.678
I am satisfied with Inle's attraction	4.08	0.760
I am satisfied with Inle's activity	4.07	0.748
I am satisfied with Inle's accommodation	4.05	0.707
Overall, I am satisfied with visiting to Inle' Lake	4.11	0.691
I will recommend visiting to Inle' Lake to my friends and family because it is worth to visit	4.12	0.703

(Survey, 2020)

Above table has shown that the mean scores of 4.03, 3.90, 4.08, 4.07 and 4.05 reflects that the tourists were agreed with Inle's destination attributes including accessibility, amenity, attraction, activity and accommodation. Moreover, 4.11 indicates that the respondents are satisfied with visiting to Inle' lake in overall and 4.12 shows that

most of the respondents will recommend visiting to Inle' Lake to their friends and family because it is worth to visit.

4.2 Pearson's Correlation analysis

Table 4.2: Correlation analysis

Correlations						
	Accessibility	Amenity	Attractions	Activity	Accommodation	Tourist satisfaction
Accessibility	1					
Amenity	.224**	1				
Attractions	.288**	.361**	1			
Activity	.181**	.229**	.351**	1		
Accommodation	.212**	.380**	.398**	.320**	1	
Tourist satisfaction	.715**	.808**	.798**	.802**	.663**	1

(Survey, 2020)

Based on above results, all 5 independent variables (accessibility, amenity, attractions, activity and accommodation) are correlated with the dependent variable of tourist satisfaction with the significance level of 0.01. The coefficients value of accessibility is ($r = .715$, $p \leq 0.01$), amenity is ($r = .808$, $p \leq 0.01$), attraction is ($r = .798$, $p \leq 0.01$), activity is ($r = .802$, $p \leq 0.01$) and accommodation is ($r = .623$, $p \leq 0.01$). Since all

of the r values are greater than .6 which indicates the strong relationship between variables and p -value of less than 0.01 shows that accessibility, amenity, attractions, activity and accommodation are positively and significantly affecting on tourists' satisfaction.

4.3 Multiple Regression analysis

Table 4.3: Regression analysis

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.516 ^a	0.266	0.257	0.595
a. Predictors: (Constant), Accessibility, Amenity, Attractions, Activity, Accommodation				

(Survey, 2020)

Accordingly, the regression study finds out that if tourists' satisfaction increase by 1.672 units, accessibility would increase by 0.061, amenity would increase by 0.080, attractions would increase by 0.168, activity would increase by 0.092 and accommodation would increase by 0.219. The value of R-square shows that the variables of accessibility, amenity, attractions, activity and accommodation are responsible for 26% variance in tourists' satisfaction. Thus, the results have therefore identified that having a positive and significant influence on the tourists' satisfaction in 5 independent variables which are accessibility (Sig = 0.01), amenity (Sig = 0.04), attractions (Sig = 0.00), activity (Sig = 0.01) and accommodation (Sig = 0.00) as all the p-values are less than 0.01.

4.4 Hypotheses results' summary

The summary of hypotheses results based on Correlation and Regression analysis are as follow.

Table 4.4: Hypotheses test

Hypotheses test	Results
H1: Accessibility is positively and significantly affecting on tourists' satisfaction	Supported
H2: Amenity is positively and significantly affecting on tourists' satisfaction	Supported
H3: Attraction is positively and significantly affecting on tourists' satisfaction	Supported
H4: Activity is positively and significantly affecting on tourists' satisfaction	Supported
H5: Accommodation is positively and significantly affecting on tourists' satisfaction	Supported

CHAPTER 5

DISCUSSIONS AND CONCLUSIONS

This chapter intends to present an overall conclusion and recommendations of the study. In the conclusion part the results are analyzed in line with the variables incorporated in the analytical framework and then in the second part recommendations are made herewith to draw the attention of the policy makers.

5.1 Summary of data analysis and discussions

5.1.1 Summary of respondents' demographic profile

Respondents' demographic profile impacts directly on tourists' needs and wants and indirectly impact on tourism services. In this study, the majority of the respondents were male and most of them are at the age of between 31 to 40. Baloglu and McCleary (2000) stated that some place differed depending on the visitor's age and an individual's age influenced the perceived image of various tourist destinations. The study has also found out that most of the respondents have gone to College or University and the majority to them are working in the private company in Myanmar. According to the results, most of the respondents got between \$500 to \$1000 working in Myanmar. Moreover, most of them said by their last experience, they think the accessibility, amenity, attractions, activities and accommodation from Inle' Lake are perfect for them. Based on what respondents said, most of them knew about Inle' Lake from travel agents. The majority of the respondents

stayed in hotel when they last visited to Inle' Lake and most of them agreed that they would like to revisit Inle' Lake if there is any future occasion allowed.

5.1.2 Summary of tourists' satisfaction on 5As

In this section, the researcher has studied the tourists' satisfaction on 5As which are accessibility, amenity, attractions, activities and accommodation. According to the results from accessibility, the respondents can travel easily to Inle' Lake and distance or flying (reaching) time to Inle' Lake is convenient for them. The majority of the respondents also agreed that Inle' has good transportation system and they also think cultural, historic and natural attractions in Inle Lake are easily accessible in Inle' Lake. This concludes that tourists are agreed with Inle' Lake's accessibility.

According to the results from amenity, the majority of the respondents agreed that they can have wide range of foods in Inle' Lake including traditional Shan foods and Western foods and they agreed that they can find a lot of local souvenirs shops in Inle' Lake. Most of the respondents also agreed that Inle' has good communication system and there are availabilities of intermediaries in Inle' Lake such as travel agents, tour operators and guides. This can draw conclusion into tourists agreeing with amenity.

According to the results from attractions, the respondents agreed that Inle' is rich in natural attractions with lake and mountains. Moreover, the majority of the respondents said that Inle' has a lot of historical sites and heritages to visit. They also agreed that the town's

local ethnic handicrafts are with high quality. This indicates that tourists are agreed with attractions.

According to the results from activity, most of the respondents observed historical attractions as their activity of their trip. They also agreed that there are many opportunities to engage with local people there. However, the majority of the respondents said that there is no activity for hiking and trekking in Inle' Lake and they cannot do night camping in Inle' Lake. This shows that there are some activities that tourists cannot perform according to its nature. However, tourists can find other activities for their agreement level.

According to the results from accommodation, the majority of the respondents stated that Inle's has wide selection of accommodation such as hotels, hostels, guest houses, bungalows, etc. They also agreed that those accommodations offer good physical environment and good services. Last but not least, most of the respondents agreed that the staffs from Inle' Lakes' accommodations are friendly and hospitality. This shows that accommodation in Inle' lake is good enough for tourists.

According to the results from tourists' satisfaction, the respondents stated that they are satisfied with accessibility, amenity, attraction, activity and accommodation. They are also satisfied with visiting to Inle' Lake in overall and they also said that they will surely recommend visiting to Inle' Lake to their friends and family because it is worth to visit.

5.1.3 Discussion of hypotheses testing results

The conceptual framework which directed the formulation of this study's hypotheses has drawn from recent and relevant findings in the literature. The framework depicts the relationships between variable of the study. According to this study's results from regression analysis, the coefficient of determination of (R^2) is 0.257, suggesting that more than 25.7% of the variation of tourist satisfaction is explained by 5 factors. The F ration, which indicates whether the results of the regression model would have occurred by chance has a value of 28.628 (Sig = .000), suggesting that the regression model could not have occurred by chance. This reveal that the regression model has a satisfactory level of goodness of fit in predicting the variance of tourist satisfaction in relation to the 5As. Both Correlation and Regression analysis has supported the hypothesis of H1: Accessibility is positively and significantly affecting on tourists' satisfaction. With regard to tourist satisfaction, accessibility is a significant contributor with ($\beta = 0.061$, $p < 0.05$). Previous studies indicate that accessibility quality is critical for tourist destinations as it affects tourists in making a decision on travel (Litman, 2003). In this study, according to the statistical results, accessibility is rated rather high in this study. Tourists are, therefore, likely to get convenient accessibility such as easy travelling to the destination, convenience of transport mode, good transportation system in destination and easy accessible to the destination's cultural, historic or natural attractions. Moreover, the research in 2018 found that the level of accessibility is favorably linked to tourist satisfaction and that it is positive for visitors to look forward to revisiting their plans (Chin, Lo, & Ramayah, 2018). Furthermore, the contribution of visitor attractions, accessibility and amenities to touristic

satisfaction was analyzed by Robustin et al., (2018). The analysis was planned to evaluate the partial and simultaneous impact on the tourist satisfaction of the Pulau Merah beaches of tourist attraction, accessibility and amenities. The research was conducted using survey research on 80 sample members. The regression test of the results has found that accessibility has a positive and significant effect on tourist loyalty with a coefficient of 0.351. This shows that amenity is positively correlated with tourist satisfaction (Robustin, Sularso, Suroso, & DiahYulisetiari, 2018). The results of this research correspond with previous studies and indicate that there is a strong connection between quality of accessibility and satisfaction of tourists (Al-Ababneh, 2013; Forozia, Zadeh, & Gilani, 2013).

Both Correlation and Regression analysis has supported the hypothesis of H2: Amenity is positively and significantly affecting on tourists' satisfaction. With regard to tourist satisfaction, amenity is a significant contributor with ($\beta = 0.080$, $p < 0.05$). In this study, according to the statistical results, amenity is rated rather high in this study. Tourists are, therefore, likely to get convenient amenity services from the destination such as wide range of foods to eat, local souvenirs to shop, good communication system in the town and availability of intermediaries (travel agents, tour operators, guides, etc.) in the destination. This has supported by previous research that several researchers have identified amenities that are central or reliant on a tourist destination and these criteria include a good tourist experience (Lewis, 1987; Baker & Cameron, 2008; Nowacki M. , 2005). In 2018, Febinanda, et., al has studied the effect of destination image, amenities and prices on tourists' satisfaction on visitors of Jatim Park 1, Batu. During the survey in April 2018,

tourists of Jatim Park 1 Batu were included in the population. The survey size used was 100 people who had visited Jatim Park 1 and who were 20 years or older. The findings suggest that the tourist satisfaction was affected greatly by differing costs, while the appearance of the destination and amenities did not affect (Febinanda, Pasla, & Asepta, The Effect of Destination Image, Amenities and Prices on Tourists' Satisfaction: A Study of Visitors of Jatim Park 1, Batu, 2018). The findings of this analysis did not correspond to the results of the current research. This may be due to the cultural variations and demographic differences of the sample. However, the study of Robustin et al., (2018) has revealed the positive relationship between amenity and tourist satisfaction (Robustin, Sularso, Suroso, & DiahYulisetiari, 2018) which is aligned with this study's findings.

Both Correlation and Regression analysis has supported the hypothesis of H3: Attraction is positively and significantly affecting on tourists' satisfaction. In this research, the statistical results show that attraction is rated has second highest in this study with ($\beta = 0.168, p < 0.05$). This indicates that tourists come to visit Inle' Lake because of attraction and they prefer to experience beautiful attractions in Inle' Lake such as lake or mountain attractions, visitation to historical sites and heritages and local ethnic groups' handicrafts. It has been said that some of the key components of the tourism process as well as the primary force that draws travelers to tourist destinations, are visitor attractions. Therefore, the satisfaction with the visiting attractions is an significant deciding factor for satisfying the tourists (Nowacki M. , 2013). The author has found that the relationship between visitor attractions and tourist satisfaction is positive and important. Furthermore, Kirom, et al., (2015) has studied the influence of tourist attractions towards the tourists' satisfaction.

Study aims to understand the effect of culture in the Regency of Malang, East Java, Indonesia, on the satisfaction of tourists with cultural artifacts. The sample was visitors who come to Biharu Bahri Asali Fadhoilir Rohmah Islamic Boarding School. The study has found out that tourist attraction is correlated positive and significant towards tourists' satisfaction (Sudarmiatin & Putra, 2015). Therefore, the prior research has also aligned with the findings of this current study.

Both Correlation and Regression analysis has supported the hypothesis of H4: Activity is positively and significantly affecting on tourists' satisfaction. The tourists' activities are the key exciters and emotions needed for a high degree of satisfaction (Danaher & Arweiler, 1996). In this research, the statistical results show that activity is rated as the third highest factor in this study with ($\beta = 0.092$, $p < 0.05$). This shows that tourists want to encounter with powerful activities while they are in Inle' Lake, for example, historical site visits, hiking and trekking, night camping, etc. In the study of the impact of activity participation on satisfaction by Caludia & Nickerson, they found out the positive relationship between activity and tourist satisfaction (Jurowski & Nickerson, 2011). The tourist satisfaction on adventure tourism activity of Bejiharjo Village Tourism using Holast (holiday satisfaction) model was analyzed in 2015 by Pratama. The study employed quantitative analytical analysis. The study has shown that tourist satisfaction and activity are interconnected and also has shown that most visitors plan to travel again in the future and want to recommend their friends (Pratama, 2015). Thus, the previous studies also support this study's findings.

Both Correlation and Regression analysis has supported the hypothesis of H5: Accommodation is positively and significantly affecting on tourists' satisfaction. Quality of accommodation is verified as an essential factor in rising satisfaction for tourists (Shonk, 2006). According to this study, the statistical results of regression analysis show that accommodation is rated as the highest factor with ($\beta = 0.219$, $p < 0.05$) in this study. This means tourists prefer to have convenient accommodation while they are travelling to Inle' lake such as wide selection of accommodation, its physical environment, good employee services and their friendliness. As it has been emphasized in previous studies, the physical elements affect the standard of accommodation, in particular its condition, furnishing and quality (Seth, Deshmukh, & Vrat, 2005; Ali & Amin, 2014). The results of this research are compatible with previous studies that indicate that the significant connection between accommodation and satisfaction of tourists is established (Markovic & Raspor, 2010; Milfelner, Snoj, & Korda, 2011). The study of Pjero & Gjermeni (2019) aimed to explore tourist's satisfaction on the accommodation provided during their stay in Vlore (Albania) touristic structures, and if there are possible associations between different characteristics related to this service and tourists. The study has found out that there is a significant and positive relationship between accommodation and tourists' satisfaction (Pjero & Gjermeni, 2019). Hence, the previous study's results are aligned with this current study's findings.

5.2 Managerial implications and recommendations

In addition to theoretical implications, managerial implications are provided in this study. The objectives of this paper is to know the level of tourists' satisfaction towards Inle' destination in Shan State and the effects of destination attributes on tourists' satisfaction. The study has found out that the tourists' satisfaction level of Inle' Lake destination's 5As which are accessibility, amenity, attraction, activity and accommodation are high. The study has also found out that the effects of destination on tourists' satisfaction are positive and significant. The results from the study of international tourism responses have been tested for a common awareness of the problems of the tourism sector in the area of Inle Lake.

Based on the study, tourists are satisfied with accessibility, amenity, attractions, activity and accommodation. This study's results indicated that accessibility is significant to tourist satisfaction in Inle' Lake destination. Accessible tourism encourages anyone to engage in and experience the travel journey. Many people have access requirements, regardless of whether they are physical or not. Older and less accessible persons have access demands, for example, which can become an enormous barrier to traveling. Accessible tourism therefore is a constant attempt to make sure that any human being has access to tourist destination, products and facilities despite their physical limitations, disability or age (United Nations, 2019). It requires a collaborative mechanism among all stakeholders, states and foreign organizations, tour operators and end users in order to improve accessibility in Inle' Lake. For a good tourist destination, effective collaborations and partnership across a broad range of sectors at national, regional and international level

are important. The government, through the required cooperation, should implement effective steps to ensure fair access to the physical, information, transportation and other facilities and resources for individuals with disabilities or non-disabilities to the public. Moreover, obstacles to accessibility, for both transport and services, must be eliminated.

Amenity is also significant to tourists' satisfaction in Inle' Lake according to research findings. The amenities (access to) provide essential facilities and services to make guests feel secure and safe on location. Local service suppliers, local officials and stakeholders can cooperate in the delivery of clean public sanitation in major areas, increase accessibility of the area, emergency services, roads, sidewalks, implement healthy drinking water etc. to enhance this aspect. Local service suppliers, local officials and stakeholders should cooperate in the delivery of clean public sanitation in major areas, increase accessibility of the area, emergency services, roads, sidewalks, implement healthy drinking water etc. to enhance this aspect. They also need to take care of natural resources carefully and optimize them to build an environment that is special and unforgettable for tourists because destinations must innovate in response to changing tourism interests and habits.

Today, one main trend is tourists seeking to learn what a destination provides outside the walls of the hotel. The landmark of Inle Lake and the mountains, the view of the lake and its cultural heritages are one of the components that make up the image of the tourist attraction. Attraction is the second highest factor that influence tourist satisfaction towards Inle' Lake, therefore, it is significant. In order to improve this aspect, government

and local service providers should maintain and manage Inle's attractive' locations, as well as promote them through ads, social media and events to draw more visitors.

This study also reveals that activity plays as a significant role in influencing tourist satisfaction. Visitors can take a tour in Inle' lake by motorboats or by experiencing the one-legged rowing method by local Intha people, which is a popular method of rowing boats in Myanmar. However, the findings stated that the respondents of this study were not absolutely satisfied with this factor because they cannot do hiking and trekking in Inle' Lake and they cannot do nigh camping also. This is because of Inle' Lake's infrastructure. In order to implement these activities in Inle' Lake, the local tour companies should create trekking route from Kalaw to Inle' Lake. However, hiking in Inle' Lake area is quite impossible so the local tours can arrange hiking tours to Kalaw to attract more tourists. The same goes for night camping. Local tour companies can arrange nigh camping tours around Kalaw region and then trekking back to Inle' Lake in the morning.

Accommodation is one of the essential necessities of every form of tourism. This study indicates too that it affects tourist satisfaction more strongly as it is the key need for visitors to relax whilst on vacation. In Inle 'Lake, tourists and local guests can choose a broad variety of accommodations, including hotels, hostels, guesthouses and so on. Moreover, travelers can also stay in hotels which are built in the lake. In order to improve suitability and improve accommodation, the hotels should provide training to its employees for better services and facilities for travelers because when travelers are satisfied with their trip, they will be willing to revisit destination, and satisfied tourists are more likely to comment favorably or tell friends and family about the destination they have visited.

Dissatisfied travelers may not, by comparison, suggest or come back to the same destination for others. Finally, the satisfied tourists affect the decision-making process of their visitation to the destination. This study's results will be benefited to Inle's policy makers and business owners in designing and developing sustainable strategies in Inle's destination in Shan State. Moreover, the study result can help to improve Inle Lake's infrastructures such as in roads, electricity, transport, telecommunications etc. and will result in various economic, environmental and social / cultural benefits.

Tourist infrastructure is critical to thrive in promoting destinations because they effect the choice of destinations, and most visitors are experienced in other destination travels, and the contrast of infrastructure and service quality affect their expectations. Comparisons between the infrastructure and service levels impact the quality of attractions, accessibility, accommodation, activities and amenities. The ultimate satisfaction of visitors also depends on the image provided by a destination after the visit. Furthermore, the potential intention of tourists to consider or return a destination relies on the overall tourist satisfaction of the infrastructure. Therefore, the value of 5As and how they can be used and strengthened in order to support the successful promotion of a destination is important to consider. In this study, the aspects of accessibility, amenity, attraction and accommodation were satisfied by tourists but in activity, they responded as they cannot do trekking and nigh campaigns in the region. It can be strengthened by the government and city councilors through helping local communities to build stronger tourism activities. However, though the respondents have indicated that the region has a strong transport system, a comprehensive integrated transport and infrastructure development program is mandatory

for the area in order to develop it further, the main components are bridge, train, air and regional bus services. As for the recommendation based on this study's results, suitability studies should be carried out in order to enhance the efficiency, reliability and intensity of the road construction. Moreover, the government should update the quay to international specifications.

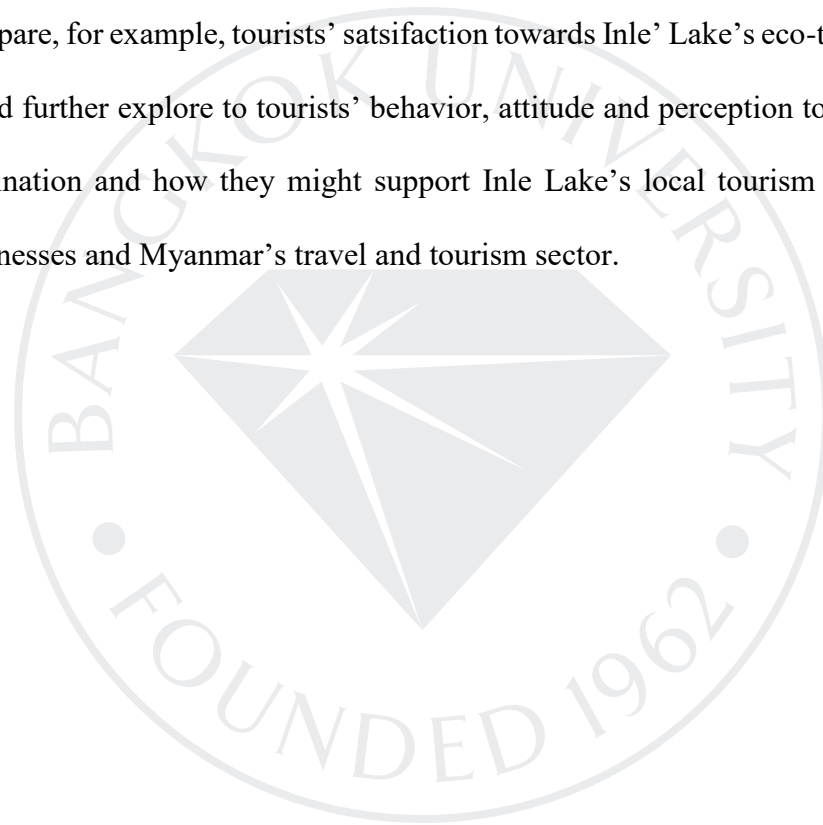
5.3 Limitations and recommendation for future study

The following limitations were implicit in the study and readers should also properly consider the conclusions and consequences.

1. The research was only done for tourists and therefore the findings are not applicable to the perception of local travelers.
2. Second, the study population was restricted to foreigners who have experience of traveling to Inle's Lake and the findings of this analysis are thus not applicable in certain cases outside this population. Nonetheless, related research in other tourism destinations could be used for generalization.
3. Thirdly, this study has been somewhat limited to its selection of observed variables and constructs which are only limited to 5As of destination attributes and the dependent variable of this study is limited to tourists' satisfaction.

As a recommendation for further study, in terms of magnitude and direction of relations among the constructs analyzed in the current study, the regional limitations of this analysis will yield different results and conclusions. In other states and nations,

tourism stakeholders may have different expectations, behaviors and actions with regards to growth of tourism and successful destination strategies. Hence, related observations and research scopes should be explored in other regional borders and study fields. Moreover, in order to improve tourists' attraction towards Inle' Lake, more in-depth exploration of research studied on eco-tourism is needed. Future research can compare, for example, tourists' satisfaction towards Inle' Lake's eco-tourism. Research could further explore to tourists' behavior, attitude and perception towards Inle' Lake destination and how they might support Inle Lake's local tourism businesses, local businesses and Myanmar's travel and tourism sector.



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Appendix 1: Survey questionnaire

I am the student of Master of Business (MBA) from Bangkok University. I am currently doing my research paper in order to get the MBA degree by researching the area of “An analysis of the attributes affecting tourists’ satisfaction towards Inle’ Destination in Shan State, Myanmar”. The objectives of this study is to know the level of tourists’ satisfaction towards Inle’ destination in Shan State and to investigate the relationship between destination attributes of 5As (accessibility, amenity, attraction, activity and accommodation) and tourists’ satisfaction. By conducting this research, the results will be able to show which parts tourists are dissatisfied with and it can be benefited to Inle’s policy makers and business owners in designing and developing sustainable strategies in Inle’s destination in Shan State. Moreover, this study’s results will assist in academic field by providing the level of tourists’ satisfaction towards Inle’ destination and will offer additional knowledge to the researchers who want to study the same research area as this study. However, this study is only investigating on foreigners who have been travelled for Inle’ Lake for various reason, hence, the study’s participants have to be only foreigners with the experience of visiting to Inle’ Lake.

The identity of the respondents will be kept anonymously and written records in this questionnaire will be deleted once my survey is finished. Your participation in this survey is purely voluntary, and the information you have filled in this paper will be kept confidential, hence, you are encouraged to give your opinions freely. The time to answer this survey questionnaire is approximately about 8 minutes and I would be highly appreciated if you could participate in this survey.

Thank you so much for your time and participating.

Yes, I agree to participate and I've read the plain text statement above.

Signature: _____



Section 1: Demographic profile

Instructions: Please complete the following demographic information by ticking the appropriate answer. Please note that all of your personal information will be kept completely confidential and none of the responses you provide will be connected to your name, e-mail address or other identifying information.

1. What is your gender?

- ☐ Male
- ☐ Female

2. What is your marital status?

- ☐ Single
- ☐ Married
- ☐ Divorced
- ☐ Widowed

3. What is your age?

- ☐ Between 20 to 30
- ☐ Between 31 to 40
- ☐ Between 41 to 50

- ☐ Over 51

4. What is your educational level?

- ☐ Under graduate
- ☐ College/ University
- ☐ Master or higher

5. Please describe your job nature.

- ☐ Student
- ☐ Private company
- ☐ Government/State enterprises
- ☐ Business owner
- ☐ Teacher

6. What is your income level?

- ☐ Under \$200
- ☐ \$200 to \$ 500
- ☐ \$ 500 to \$ 1000
- ☐ Above \$1000

Section 2: Tourists' behavior

Instructions: Please answer each question as accurately as possible by ticking the correct answer.

1. How long have you been staying Myanmar?

- ☐ Below 3 months
- ☐ 3 – 6 months
- ☐ 6 months - 1 year
- ☐ 1 - 3 years
- ☐ Over 3 years

2. How often do you travel around Myanmar?

- ☐ Once a week
- ☐ Once a month
- ☐ Twice a month
- ☐ More than 3 times a month

3. What was the main objective of your visit to Inle' Lake?

- ☐ Pleasure
- ☐ Business

- ☐ Visiting friends
- ☐ Educational trip
- ☐ Other, please specify _____

4. How did you arrange your last trip to Inle' Lake?

- ☐ Independent
- ☐ On a package
- ☐ With friends

5. Which kind of transportation did you use when you last visit to Inle' Lake?

- ☐ By plane
- ☐ By private/rental car
- ☐ By bus
- ☐ Others, please specify _____

6. By your last experience, how do you see Inle' Lake?

- ☐ The accessibility is good there
- ☐ The amenity is good there
- ☐ The attractions attract me so well
- ☐ The place has attractive activities for me

- ☐ The accommodation is perfect for me
- ☐ All of the above

7. How did you know about Inle' Lake?

- ☐ Friends and relatives
- ☐ Advertising and printed media
- ☐ Travel agents
- ☐ Travel guidebooks and internet

8. What kind of accommodation did you use for your last trip to Inle' Lake?

- ☐ Hotel
- ☐ Hostel
- ☐ Bungalow
- ☐ Guest house
- ☐ Friends & relatives' house

9. If future occasion allowed, would you like to revisit Inle' Lake?

- ☐ Yes
- ☐ Perhaps
- ☐ No

Section 3: Attributes of 5As

On the level of 1 to 5, please rate your agreement level with 5As by ticking your answer in appropriate box.

Description	1	2	3	4	5
	Strongly disagree	Disagree	Neutral	Agree	Strongly agree
Accessibility					
I can travel easily to Inle' Lake					
Distance or flying (reaching) time to the Inle' Lake is convenient					
Inle' has good transportation system					
Cultural, historic and natural attractions in Inle Lake are easily accessible					
Amenity					

There are wide range of foods in Inle' Lake (Shan foods, western foods)					
I can find local souvenirs shops in Inle' Lake					
Inle' has good communication system					
There is a availability of intermediaries in Inle' Lake (travel agents, tour operators, guides, etc.)					
Attractions					
Inle' is rich in natural attractions (Lake, mountains, etc.)					

Inle has a lot of historical sites and heritages to visit					
Inle's local ethnic handicrafts are high quality					
Activity					
I observed historical attractions as the activity of my trip					
I can do hiking and trekking in Inle'					
There are many opportunities to engage with the local people					
I can do night camping in Inle' Lake					
Accommodation					

Inle' has wide selection of accommodation					
Accommodation in Inle' offers good physical environment					
Accommodation is Inle' offers good services					
Attitudes of staffs are friendly and hospitality					

Description	Strongly disagree	Disagree	Neutral	Agree	Strongly agree
	1	2	3	4	5
Tourist satisfaction					
I am satisfied with Inle's accessibility					

I am satisfied with Inle's amenity					
I am satisfied with Inle's attraction					
I am satisfied with Inle's activity					
I am satisfied with Inle's accommodation					
Overall, I am satisfied with visiting to Inle' Lake					
I will recommend visiting to Inle' Lake to my friends and family because it is worth to visit					

Appendix 2: Measurement table

Original question	Revised question	Theory/Definition
<p>Attributes affecting tourists' satisfaction</p>		<p>Infrastructure is a key field of the tourism industry and plays an important role in destination growth. The simple 5As which is a key to performance in a destination, should be well blended and balanced. The attributes include accessibility, amenity, attraction, activity and</p>

		accommodation (IATA, 2015)
Accessibility ($\alpha = .711$)		
Dubai offers easy visa procedure	I can travel easily to Inle' Lake	Accessibility includes highways, bridges, airports and numerous services for transportation (Kaul, 1985)
Distance or flying (reaching) time to the destination is convenient	Distance or flying (reaching) time to the Inle' Lake is convenient	
Better airport and air transportation	Inle' has good transportation system	
Cultural, historic and natural attractions are easily accessible	Cultural, historic and natural attractions in	

	Inle Lake are easily accessible	
Amenity ($\alpha = .690$)		
Dubai offers a wide selection of food (local food, exotic foods)	There are wide range of foods in Inle' Lake (Shan foods, western foods)	Tourism amenities are buildings and infrastructure that have to be built to appeal to visitors (Hassan & Iankova, 2012)
Dubai offers various shopping facilities (e.g. main street, market and shopping mall)	I can find local souvenirs shops in Inle' Lake	
Dubai has good communication systems	Inle' has good communication system	
Availability of intermediaries in Dubai (travel agents, tour operators, guides, etc.)	There is a availability of intermediaries in Inle' Lake (travel agents, tour operators, guides, etc.)	

Attractions ($\alpha = .705$)		
Dubai is rich in natural attractions (beach, desert, mountain)	Inle' is rich in natural attractions (Lake, mountains, etc.)	A tourist attraction is a destination that visitors come, usually due to its inherent or cultural
Dubai is rich in natural attractions (historical sites, heritages)	Inle has a lot of historical sites and heritages to visit	importance, architectural meaning, leisure, experiences and
Dubai is rich in special type of attractions (Malls, DSF, Amusements, fun, theme parks, etc.)	Inle's local ethnic handicrafts are high quality	entertainment (Cavlek, Bartoluci, Prebezac, & Kesar, 2011)
Activity ($\alpha = .687$)		
I can experience different activities visiting here	I observed historical attractions as the activity of my trip	A tourism activity is an activity incorporating a exploration tour's journey,

I can climb mountains	I can do hiking and trekking in Inle'	ecotourism and cultural facets (Active Tourism, 2019)
There are many opportunities to engage with the local people	There are many opportunities to engage with the local people	
There is an interesting night life	I can do night camping in Inle' Lake	
Accommodation (α = .796)		
Dubai has wide selection of accommodation	Inle' has wide selection of accommodation	Accommodation is an important part of tourism. It is the biggest and most ubiquitous field of the tourism industry and accounts for around one third of the overall
Accommodation in Dubai offers good physical environment	Accommodation in Inle' offers good physical environment	
Accommodation in Dubai offers good services	Accommodation in Inle' offers good services	

Attitude of staffs towards visitors (friendliness and hospitality)	Attitudes of staffs are friendly and hospitality	tourism costs and is an integral part of tourism (Urtasun & Rrez, 2006)
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Tourists' satisfaction ($\alpha = .660$)		
I am satisfied with destination's accessibility	I am satisfied with Inle's accessibility	Tourist satisfaction is an degree of the enjoyment of the visitor from the encounter with a product or service that satisfies visitor desires, aspirations and wishes in accordance with the trip (Severt, Wong, Chen, & Breiter, 2007).
I am satisfied with destination's amenity	I am satisfied with Inle's amenity	
I am satisfied with destination's attraction	I am satisfied with Inle's attraction	
I am satisfied with	I am satisfied with Inle's activity	

destination's activity		
I am satisfied with destination's accommodation	I am satisfied with Inle's accommodation	
Overall, I am satisfied with visiting to the destination	Overall, I am satisfied with visiting to Inle' Lake	
I will recommend visiting to the destination to my friends and family because it is worth to visit	I will recommend visiting to Inle' Lake to my friends and family because it is worth to visit	

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